



Cindy Gordon

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Cindy Gordon leads the strategic communications team for Nintendo of America, with responsibility for product public relations, corporate communications, influencer and social media marketing, and original content programming. She joined the company in 2011. Nintendo of America (NOA) is active across 23 social media channels and just posted its 300th episode of Nintendo Minute. The Nintendo Power Podcast is the latest entry in the original programming portfolio. Gordon's team also oversees entertainment, trend and celebrity activations.

Prior to joining Nintendo, Gordon held senior communications roles at Universal Parks and Resorts, Dunkin' Brands and KPMG. She had the good fortune of working with great teams on renowned attractions such as The Wizarding World of Harry Potter and The Simpsons. While at Golin PR earlier in her career, she led the Jeep, Dodge and Chrysler account teams.

A graduate of Sophie Newcomb at Tulane, Gordon earned Bachelor's degrees in Political Science and French Literature. Her current favorite game is *Super Mario Maker 2* for the Nintendo Switch.